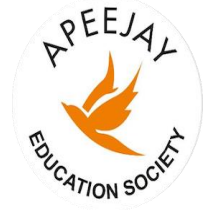


Apeejay School of Management

Sector 8, Institutional Area, Dwarka, New Delhi



10th International Conference on Management Practices & Research ICMPR 2020

Theme: Leading and Managing to Survive and Thrive during Covid-19

18 December 2020 over Zoom

About the Conference

10th edition of the International Conference on Management Practices & Research (ICMPR 2020) aims to serve as an open forum of academics as well as practising managers to discuss the issues, challenges and opportunities presented by the pandemic. Interdisciplinary focus of the conference enables the delegates to look at the socio-economic and business problems with a holistic perspective.

The contemporary global business environment is characterized by innovations and adoption of new paradigms. To keep pace with such a dynamic environment, it is imperative that organizations undertake innovations not only in products and services but also in processes and practices of business management. Hence the emphasis should not be limited to surviving but also thriving especially during the crisis scenario in the wake of Covid-19.

About Apeejay School of Management

Apeejay School of Management (ASM) is a premier institution dedicated to nurturing young business leaders with indomitable aspirations for improving the quality of life of the people and building a strong nation. ASM was established in 1993 under the aegis of the Apeejay Education Society as a centre of excellence in management education. PGDM program of Apeejay School of Management is recognized by All India Council for Technical Education (AICTE) and accredited by National Board of Accreditation (NBA) and ACBSP (USA). The PGDM program has also been accorded equivalence to MBA degree by Association of Indian Universities (AIU). Apeejay School of Management was ranked 10th among private B-schools in India in Best B-School Ranking 2020 published by The Times of India.

Call for Papers

Original Research Papers (both empirical and conceptual) are invited from academicians, industry practitioners and research scholars engaged in the field of business, management, public administration and public policy. The conference discussion may include the following and the related areas:

- **Marketing:** Digital Marketing, Artificial Intelligence in Marketing, International Marketing, Consumer Behavior Analysis, Product and Brand Management, Integrated Marketing Communications, Industrial Marketing, Services Marketing, Green Marketing, Marketing Innovations, etc.
- **Finance:** New paradigms in Financial Management, Artificial Intelligence in Bank Management, FinTech, Financial Inclusion, Financial Econometrics, Bank Management, Financial Engineering, Derivatives & Risk Management, Capital Markets, Asset Pricing, Private Equity and Venture Capital, Innovative Financial Products and Practices, Crypto currency etc.
- **HRM:** HR Analytics, Use of Technology in HR, Management Processes, Organizational Behavior, Organizational Development, Training and Development, Talent Management, Management of Change, Organizational Efficiency, Human Resource Accounting, HRIS, Employee Engagement and Human Capital Creation, Issues and Challenges in Managing People, etc.
- **Operations:** Optimization Techniques, Operation Analytics, Operation Strategy, Manufacturing Processes, Supply Chain Management, Total Productive Maintenance, Project Management, Total Quality Management, Six Sigma, Productivity Management, Technology Management, etc.
- **Information and Communication Technology:** Leveraging Technology for Growth, E-Commerce, E-Governance, Soft Computing Techniques, Management of Information Technology, ERP, Software Engineering, Decision Support, Experts Systems, Knowledge Management, Information Retrieval, Information and Communications Technology, cloud Computing, Global Trends in Information Technology, etc.
- **General Management:** Responsible Business and Sustainability, Business Strategies for Tomorrow, Business Economics, Public Policy, Entrepreneurship Development, Business Law, Business Ethics, Corporate Social Responsibility

Submission Guidelines

- Length of the paper should be 3000-5000 words. Each paper should be accompanied with an abstract of 150 words and 3-5 keywords. Title of the paper should be self-explanatory.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in M S WORD (compatible mode). Please use Times New Roman font. Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 2.5 cm on all sides. The text should be justified.
- References should be provided using American Psychological Association (APA) guidelines.
- Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.
- Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.
- Kindly indicate the name of the corresponding author in case of two or more authors. All conference related mails will be addressed to the corresponding authors.
- Last date of registration is **1 December 2020**.

- Please submit your paper at conference.asm@apeejay.edu

Conference Publication

The peer-reviewed conference papers will be published in the e-Book Proceedings (Full Paper) bearing an International Standard Book Number (ISBN). We are in the process of collaborating with journals listed in Scopus/ABDC for possible publication of selected conference papers. Besides, there are publication opportunities in EBSCO/ProQuest listed journals as well as Apeejay Business Review and International Journal of Management Research (published in collaboration with Thomas Jefferson University, Philadelphia, USA).

Registration Details

Registration Fee: INR 1500 (Participants from India), \$100 (Participants from other countries)

The registration fee includes:

- Access to all sessions
- Edited Volume of Conference proceedings (e-book PDF)
- Certificate

Registration Form:

Registration Forms will be shared to the authors of accepted papers. Participants will be required to fill the registration form. The form should include payment confirmation details along with participation information. Participants using Bank Draft (DD) / NEFT Transfer facility for payment of registration fees are required to enter the Bank Draft number/ Transaction ID in the form.

Important Dates

- Last date of submission of full papers: 1 December 2020
- Communication regarding acceptance: 7 December 2020
- Last date of registration: 11 December 2020
- Conference date: 18 December 2020

Contact Details

Dr Srirang K Jha

Convener

E-mail: srirang.jha@learn.apeejay.edu

Mobile: +91-9582416799

Dr Sudhi Sharma

Co-convener

E-mail: sudhi.sharma@learn.apeejay.edu

Mobile: +91-9540189844

Conference E-mail: conference.asm@apeejay.edu